

26 EXHIBITORS
HAVE SPACE
IN FIESTA
TENT

Commercial and Industrial Displays
Unique

A WIDE DIVERSITY

Industries and Merchants Will Show Their Wares

Merchants have responded to the call of the Legion, and space under the big commercial tent at the Fiesta will be filled with exhibits of unusual interest.

Everything from water pumps to powder puffs will be on display. It will be just as though a gigantic show window had been thrown open to view, displaying the merchandise of Torrance.

Every exhibitor has arranged some unusual stunt for the entertainment of the throngs. A feature of the commercial and industrial tent will be the dancer at the south end, and the announcements to be made from the big runway that is raised in the center.

The list of exhibitors follows: First National Bank; La Plante's Studio; Allen, chairs; Rappaport's, furniture; J. H. Fess, grocer; Torrance Wall Paper Company; W. R. Lee groceries and meats.

E. N. Huddleston, furniture; T. B. Bartlett, candy; Nelson & Brooks, cabinetmakers; Torrance Electric Company; Cedal Soap; The Breeze; T. J. Tonkin, florist; Torrance Plumbing Company; Torrance Music Company; Moneta Realtors; Keonn Electric Washers; Beacon Drug Company.

University of the West; Torrance Chamber of Commerce; Torrance District Realty Board; Union Tool Company; Columbia Steel Corporation; Torrance Window Glass Company; Salm Manufacturing Company.

Torrance Herald



FIESTA EDITION

TORRANCE HERALD

July 31 to Aug. 4, 1923

Fiesta, Opening Tonight, Bids Fair To Be The Best One Ever

TORRANCE DISTRICT IS SET FOR GOOD TIME AS EVENT GETS UNDER WAY

Thousands Plan to Attend Exposition Here, to See Shows, Study Exhibits, Dance, Play and Eat Hot-Dogs

Fiesta means festival—and that is what the American Legion has provided for Torrance this week in every sense of the word. With the whole city co-operating, industries, merchants, civic bodies and individuals, the eve of the annual Fiesta and Exposition approaches with sideshows and concessions on location, commercial and automobile exhibits ready, and the gates ready to open to the thousands who live here or will come here to enjoy themselves.

After no end of work, the Legion met Monday night and

found everything oiled and running smoothly. All that remained was to open the gates and get into the spirit of the week.

The business district is gaily decorated with flags. Police are co-operating in providing extra men to keep order. The Chamber of Commerce has attended to the industrial exhibits, which will show Torrance and the rest of the people who attend just what a variety of products are made in this city.

There are three main attractions in the Fiesta this year—the automobile show, the commercial and industrial exposition, and the midway.

The exposition includes Torrance industries, merchants'

displays, and a few concessions at which sales will be made in this tent, also, is a dance floor where there will be dancing each evening.

Along the midway will be an unusual array of shows, the well known spieler in action, loads and loads of confetti to be sold by the Legion Auxiliary, and all the usual facilities for having a good time.

The Fiesta will last until Saturday night, when the event will be terminated by the awarding of the Ford coupe by the Legion. The method of awarding the car has already been arranged. Five numbers will be drawn from a glass bowl by a young lady whose eyes will be blindfolded. The fifth number will win the car.

Fifteen Makes of Cars Worth Fifty Thousand at Show

Dealers From City and Outside Towns Display Great Galaxy at Fiesta Auto Exhibit

CARS SHOWN TO FIT MOST ANY PURSE

Diversity of Classes Gives Exposition Visitors Chance to Choose Almost Any Grade

Fifty thousand dollars in automobiles under one canvas.

That tells the story of the automobile show at the Fiesta and Exposition here this week.

Fifty thousand dollars—count them.

Fifteen makes of cars are on display—a testimonial to the ability of Torrance to buy cars; for, after all, the exhibitors are displaying for reasons other than their health.

Every dealer who has a car on exhibit was enthusiastic Tuesday

over the prospects for a successful week. Their enthusiasm was translated into terms of beautiful exhibits.

Several cars for which there are no dealers in Torrance were on display—another testimonial to the importance of this city as a buying and trading center, and speaking in positive terms of the ability of Torrance to buy.

Dealers expressed the hope that the Fiesta would make the automobile show an annual event of the Exposition.

TO THE PEOPLE OF TORRANCE

This special Fiesta edition of The Torrance Herald is published by the Legion and to acquaint the people of Torrance with the chief facts about the Fiesta exhibits. It is distributed free of charge.

The Herald believes that it is the duty of a newspaper to support home industry and home business to the fullest extent. Being the only

paper published in Torrance, our interests are chiefly those of Torrance and are linked up with no other community or group of communities. The Herald encourages people to trade at home rather than offering them inducements to trade elsewhere. Hence this edition, supporting the Fiesta, which is designed to encourage home pride and the "buy in Torrance" spirit.



TORRANCE

Cabrillo Street, Opposite Fiesta Grounds

KODAK

Your Vacation

Keep the joys and fun of vacation for re-employment throughout the year.

It's all so simple the KODAK way.

We have the complete and genuine EASTMAN KODAK line and can supply you with all your needs, no matter how large or how small your camera may be.

Look for Beacon Drug Store Booth at the Fiesta. We'll make it worth your while.

Try Our Fountain

for Different Drinks and Dainty Lunches. You'll notice the difference.

BEACON DRUG STORE

No. 7

Rappaport Bldg.

TORRANCE

Cabrillo St.

NOW IT'S UP TO YOU

If you think it's an easy job to put on a Fiesta, try it some time.

The Legion men know. Ask them. They have worked like nailers to assure Torrance of a great Fiesta and Exposition in keeping with the pride of the city. It is apparent that they have succeeded. Now it is up to the rest of us to show them that we appreciate what they have done.

They ask for nothing but attendance at the Fiesta. Of course they'll get it.

But when you go, remember this: The Legion boys who have worked so hard get nothing personally out of the proceeds. It all goes to perpetuate that wonderful organization born on the battlefields and reared at home. It all goes to the Legion.

They fought for us. Let's fight for them.

Wide Class Range In Cars Shown At Auto Exhibits

Here is a list of makes of cars and dealers who will show them at the Torrance Exposition and Fiesta Automobile Show. Representing the highest quality cars in almost every price class, this exhibit promises to be one of the main attractions of the week:

CAR	DEALER
BUICK	H. N. Griffin; J. A. Phillips
CHANDLER	Tenan & Boaz
CHEVROLET	Day and Night Garage
CLEVELAND	Tenan & Boaz
DODGE	Allen H. Paull
DURANT	Walteria Service Station
ESSEX	White Garage (Fred Palmer)
FORD	Schultz, Peckham & Schultz
HUDSON	White Garage (Fred Palmer)
JEWETT	B. M. Torrens
OVERLAND	Rahm & Son
PAIGE	B. M. Torrens
STAR	Walteria Service Station
VELIE	Rahm & Son
WILLYS-KNIGHT	Rahm & Son

Before You Start Touring

be sure your battery is in good shape, or you may find yourself stalled ten miles from nowhere.

And whether you're going touring or not, this is the kind of weather that calls for regular attention to your battery to be sure it's on the job.

Torrance Auto Electric

At Palmer's Service Station

TORRANCE

